

VML:MB
Vicki Lukritz
3810 6221

9 August 2018

Sir/Madam

Notice is hereby given that a Meeting of the **ARTS AND COMMUNITY DEVELOPMENT COMMITTEE** is to be held in the **Council Chambers** on the 2nd Floor of the Council Administration Building, 45 Roderick Street, Ipswich commencing at **12.30 pm or 10 minutes after the conclusion of the Libraries and Tourism Committee, whichever is the earlier** on **Monday, 13 August 2018.**

<u>MEMBERS OF THE ARTS AND COMMUNITY DEVELOPMENT COMMITTEE</u>	
Councillor Stoneman (Chairperson) Councillor Pisasale (Deputy Chairperson)	Councillor Wendt (Acting Mayor) Councillor Silver Councillor Martin Councillor Ireland

Yours faithfully

CHIEF EXECUTIVE OFFICER

ARTS AND COMMUNITY DEVELOPMENT COMMITTEE AGENDA
12.30 pm or 10 minutes after the conclusion of the Libraries and Tourism
Committee, whichever is the earlier on **Monday, 13 August 2018**
Council Chambers

Item No.	Item Title	Officer
1	Arts, Social Development and Community Engagement Department Quarterly Report – April to June 2018	CDPO

** Item includes confidential papers

ARTS AND COMMUNITY DEVELOPMENT COMMITTEE NO. 2018(08)

13 AUGUST 2018

AGENDA

1. **ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT DEPARTMENT
QUARTERLY REPORT – APRIL TO JUNE 2018**

With reference to a report by the Community Development Project Officer dated 3 August 2018 concerning the Arts, Social Development and Community Engagement Departmental Quarterly Report for the Quarter ending June 2018.

RECOMMENDATION

That the report be received and the contents noted.

** Item includes confidential papers

and any other items as considered necessary.

Arts and Community Development Committee	
Mtg Date: 13.08.2018	OAR: YES
Authorisation: Caroline McMahon	

3 August 2018

MEMORANDUM

TO: CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)

FROM: COMMUNITY DEVELOPMENT PROJECT OFFICER

RE: ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT DEPARTMENT
QUARTERLY REPORT – APRIL TO JUNE 2018

INTRODUCTION:

This is a report by the Community Development Project Officer dated 3 August 2018 concerning the Arts, Social Development and Community Engagement Departmental Quarterly Report for the Quarter ending June 2018.

ATTACHMENT:

Name of Attachment	Attachment
Attachment A - Arts, Social Development and Community Engagement Department – April to June 2018	 Attachment A

RECOMMENDATION:

That the report be received and the contents noted.

Nicole Preston
COMMUNITY DEVELOPMENT PROJECT OFFICER

I concur with the recommendation contained in this report.

Caroline McMahon
CHIEF OPERATING OFFICER
(ARTS, SOCIAL DEVELOPMENT AND COMMUNITY ENGAGEMENT)



Arts, Social Development and Community Engagement

Quarterly Activity Report
April – June 2018



lpswich.qld.gov.au



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Introduction

The primary objective of the Arts, Social Development and Community Engagement (ASDCE) department is to strengthen and contribute to the sense of community, and to enhance the lives of the City's residents and visitors through implementation and development of innovative programs and services.

This quarter's activity report focusses on the outcomes delivered in community development, the creative and performing arts, and library services.

Community Engagement

A core focus for the department is on strengthening local communities, connecting them and facilitating access to community services. We influence change in our communities in three ways:

- By working with community organisations
- By working directly with individuals
- By working with service providers

Library Services

Library Services provides a unique hub where the community can explore and share new ideas, learn and relax. Our programs reach out into the community to strengthen and build community capacity and social resilience.

Performing Arts

The Civic Centre and Studio 188! play an important role within our community, supporting a rich local history in performing arts and an increasing community commitment to participate in and support locally performed productions.

Visual Arts

The Art Gallery represents a cultural flagship that enhances civic pride and makes engaging with the creative arts accessible and enjoyable. It has helped position Ipswich as a premium regional destination for cultural tourists.

Data Challenges Our Thinking

Our Community: Demographic profile of the City of Ipswich (2016)

During the last quarter, *Our Community: Demographic profile of the City of Ipswich* was released via the Ipswich City Council website. This report presents Ipswich's key statistical highlights from the 2016 Census. Findings from the Census focus on the growth of the city since 2011 and illustrate the evolving face of Ipswich with its increased diversity and changing economic drivers and characteristics of the residents who live here. The report includes benchmarks against other local government areas (where relevant), comparing Ipswich's key demographics and highlighting the similarities and differences between our city and other regions within Queensland.

This report is the final deliverable of a suite analytical resources, the content of which has been shared both internally and externally throughout the last 12 months. Early trend and data sets were included into media releases and provided evidence bases for the development of strategies and responses across many Council departments. Information sessions have been held with external stakeholders and residents about the Census 2016 findings and what this means for Ipswich and their respective communities and organisations. Further divisional analysis was shared with the Councillors to inform them of trends within their electorates to assist them with decision making.

In addition to the internally developed resources, Council funds an interactive community profile tool developed and maintained by id profile <https://profile.id.com.au/ipswich> that allows multiple topics and maps to be downloaded for information and use. Council has held information sessions on this tool and provided individual support and training over the phone to increase the community's capacity to engage and use this excellent resource that allows users to provide evidence for funding applications, business development plans and to learn how Ipswich is growing and changing over the years.

Community Engagement

The highlight of this quarter – the Official Opening of the Redbank Plains Community Centre!



In the 2016–2017 financial year, Council approved a funding commitment towards the construction of the Redbank Plains Community Centre, which was co-funded by the State Government. Construction commenced in late 2017 and was completed mid-April 2018.

Council adopted a Standard Operating Model for Council community centres; the Redbank Plains Community Centre is the first Council community centre to operate under this model.

Pursuant to an Expression of Interest process, Multicultural Development Australia (MDA) was awarded the contract to manage the Redbank Plains Community Centre.

The Redbank Plains Community Centre was officially opened on 23 May 2018.

Caroline McMahon, Chief Operating Officer, Arts, Social Development and Community Engagement Department officially opened proceedings, with addresses following from Kerrin Benson (CEO, MDA), Makayla Cronin (Redbank Plains Community Champion) and Acting Mayor Wayne Wendt. The plaque was then unveiled by the Acting Mayor revealing the phrase for the community centre as “A meeting place for all”, which was selected by the local community.

The afternoon encompassed face painting, a drumming circle, henna tattoos, the band ‘diaspora’, a community BBQ and dance performances by the Redbank Plains High School Bollywood Dance Group and Dance Troup.

It is estimated that over 300 people attended the centre throughout the course of the day.

Our Community Focus: Working with Organisations

A key focus area for the Community Engagement Branch is to shape the social and economic progress of the community by building the capacity of community organisations. This is achieved through the delivery of training and workshops, working directly with individual community groups, and through the provision of funding.

Funding

Between April and June ASDCE administered \$264,921 of funding to community organisations, delivered through Community and Citywide Donations, and Council’s community grant programs. The majority of this funding was made available to local clubs and religious organisations for facility upgrades; events; and fundraising.

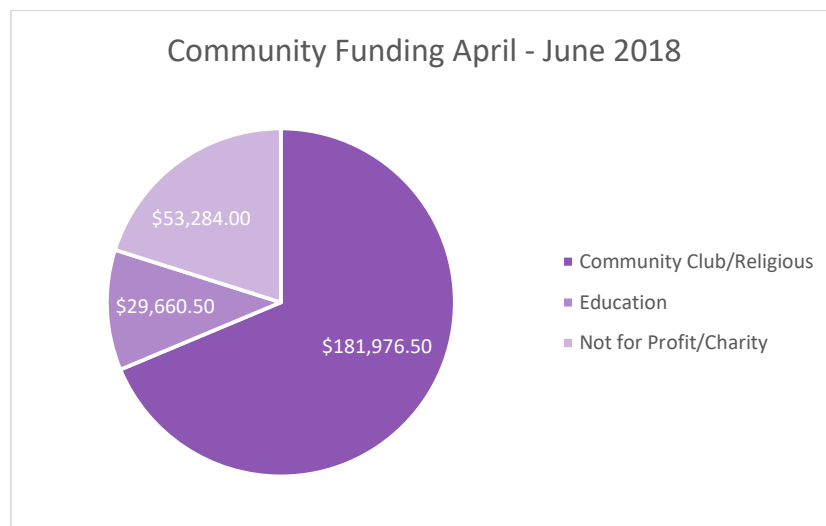


Figure 1

Our Community Focus:

In addition to working with community organisations, we have also worked to improve the individual wellbeing of target groups through specific community development programs and the Home Assist program.



Specific Community Development Programs

We have engaged with the community and delivered various workshops and programs to address key social issues with identified community members:

Session name	Community benefit	Involvement	Partners
Riverview Community Assessment	At the end of 2017, the Community Research and Engagement team held community conversations with residents, community organisations, government agencies that work in or provide services to the Riverview Community. These community conversations aimed to understand and identify the gaps in Riverview and develop a way forward for community engagement and capacity building. The work has led to the formulation of a community working group which is in the early stages of developing a plan that will establish what is currently being delivered in the area. During the Apr-Jun quarter a focus of working group meetings included community services mapping that will help identify service gaps and assess community needs. Community Engagement Branch continued its facilitation of collaboration and relationship building amongst partners on this project at these meetings.	Facilitator	• Neighbourhood Watch • Dinmore Bushrats • Riverview Community Centre • Riverview Primary School • Riverview Police Beat • Choices Day Care • Good News Church Youth Group • Cleanaway • The Movement (Emergency food relief) • Safe City
Seniors Consultative Committee	The objectives of the meeting are to assist Council to achieve its commitment to the principles of social justice with particular emphasis on enhancing the quality of life of our older citizens by supporting them as valued community members.	Facilitator	• Cr Kylie Stoneman



Session name	Community benefit	Involvement	Partners
Future Planning Seminar	The Seminar focusses of providing practical advice for seniors on end of life matters.	Joint Partnership	- Reed & Boettcher Funerals - The Salvation Army

Home Assist

Home Assist aims to remove some of the practical housing-related difficulties experienced by older people and people with a disability who wish to remain living in their home, by providing information and referrals regarding home maintenance. For members of our community that are unable to obtain alternative assistance, the program meets needs around home maintenance, repairs, modifications and security. A particular focus for this quarter has been providing gutter cleaning services to minimise the impact of seasonal storms.

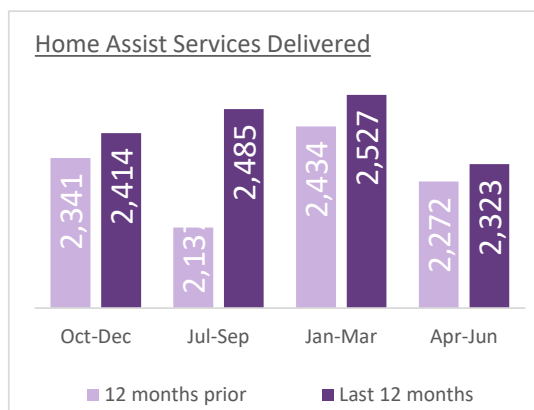


Figure 2

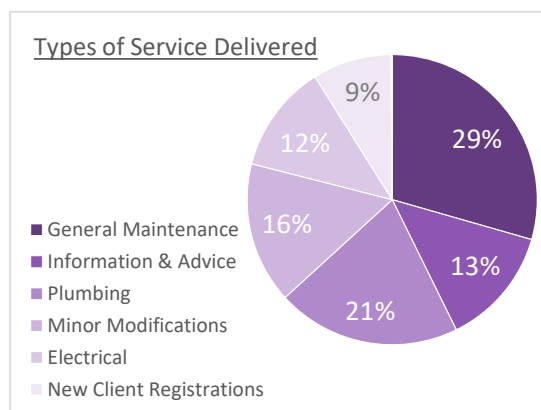


Figure 3

In addition to home maintenance and minor modifications, Home Assist also delivered the following major modification projects:

- Stair lift installation for an 88 year old gentleman with respiratory issues.
- Toilet installation for a 75 year old lady with multiple chronic health conditions.
- Major bathroom modifications for a frail 89 year old lady being cared for by family members.
- Stair lift installation for 67 year old lady with compromised mobility.
- Bathroom modifications for a 73 year old gentleman with multiple chronic health conditions.
- Stair lift installation for a 65 year old lady with significant cardiorespiratory issues.

Our Community Focus: Community Participation

In addition to working with community organisations and individuals, we have also been involved with developing community spirit, promoting social cohesion, and raising awareness of various social issues:

Redbank Plains Community Centre – Social Impact Assessment	
	Venue Redbank Plains Community Centre
	Partners Multicultural Development Australia (MDA) and Ipswich City Council
	Community Benefit The Redbank Plains Community Centre opened on the 23rd of May 2018. In line with ICCs Community Centre Operating Model Policy, Multicultural Development Australia (MDA) is managing the daily operations of the community centre. ICC's Community Engagement Branch in partnership with MDA, commenced a multi-year social impact assessment that coincided with the centre opening. The purpose of the impact assessment is to feed into centre planning and programming, and to track and build an evidence base of the social impact of the community centre over time. Baseline assessment activities conducted during the Apr-Jun quarter included community and key stakeholder surveying and a focus group session to verify survey results. Preliminary results provide insight to local challenges and strengths and the types of supports and services that would be more likely accessed at the centre. The impact assessment team will revisit these early indications with centre management and the local community in six months' time and annually after that.



Ipswich Indigenous Business Workshop	
Attendance	15+
Venue	Fire Station 101
Partners	- Ngiyani Pty Ltd; - The Ipswich Chamber of Commerce; - The South East Queensland Indigenous Chamber of Commerce; - Indigenous Business Australia; - The Department of Aboriginal and Torres Strait Islander Partnerships; and - Tagai Management Consultants.
Community Benefit	The Agenda for the workshop consisted of discussions around Challenges and Aspirations for local Ipswich Indigenous businesses. Particularly: 1. What would be helpful? 2. What is critical now? 3. What role can your business play? The top challenge areas identified in the recent Ipswich Indigenous Business Survey were discussed which identified potential opportunities and existing gaps. Training and professional development workshops are scheduled for October and November.



Official Opening of the Redbank Plains Community Centre	
Attendance	100+
Venue	Redbank Plains Community Centre
Partners	Queensland State Government and Multicultural Development Australia Ltd
Community Benefit	The <i>Harmony Art Collective</i> is a national initiative between SBS, aMBUSH Gallery and the Department of Social Services (DSS) to bring young people, particularly migrants, refugees and vulnerable youth together to create a collection of large scale murals expressing their experiences, cultural identities and promote social cohesion. 20+ participants from the Redbank Plains State High School EALD class (English as an Additional Language or Dialect) took part in the 2-day workshop. The mural was then sent to Sydney for a public exhibition in Sydney's Darling Quarter to celebrate Harmony Day on 21 March 2018.



Ipswich City Council 2018 Volunteer Celebration & Recognition Awards		
	Attendance	100
	Venue	Ipswich Civic Centre – George Hogg Auditorium
	Community Benefit	The celebration and awards ceremony acknowledges and shows appreciation to all Ipswich City Council volunteers for dedicating their time and expertise in contributing to making our city a more liveable community. The celebration also recognised individual volunteers and groups who consistently demonstrated excellence in every facet of their volunteering role with Ipswich City Council.

Protégé Master Classes – QMusic Industry Connect workshop series	
 INDUSTRY CONNECT PLUG IN • TUNE UP • AMPLIFY WORKSHOPS ARTIST SHOWCASES MASTERCLASSES NETWORKING EVENTS FREE SIGN UP QMUSIC.COM.AU BRENDAN GOLD COAST DUNNIE COAST TOOYUCURRA SPRING	Attendance 20 - 25 participants each workshop
	Venue Studio 188
	Partners QMusic, APRA AMCOS, various music industry representatives who attend as co-facilitators
	Community Benefit QMusic's Industry Connect is a six (6) part workshop series that aims to help talented artists from regional and remote Queensland communities by giving them access to ongoing support from national leaders in the music industry, performance and professional development opportunities, and access to a state-wide music industry network. Each week the series explores music industry topics such as music services, song-writing, music business, entertainment law, marketing and promotion, social media and release cycles. Community benefit include: • Providing opportunities for young people to positively engage in activities that promote and focus on their ability and potential • Enhancing the capacity of the city's community facilities to link community needs with appropriate services • Facilitating capacity building through a comprehensive community development training program • Encouraging participation, attendance and creative production from the diverse communities of Ipswich • Implementing a community events program across the city that includes community and family activities

Protégé Master Classes – Production audio workshops for schools		
	Attendance	21 participants in total
	Venue	Studio 188
	Partners	Ipswich Civic Centre / Studio 188
	Community Benefit	The delivery of two (2) Protégé Master Classes audio workshop at Studio 188 for Woodcrest State College. The workshops provide students with an opportunity to learn about live audio, covering topics such as microphones and microphone placement, speakers and amplification, live sound and audio mixing. Community benefit include: • Build productive relationships with the city's schools to maximise their positive impact on the community • Providing opportunities for young people to positively engage in activities that promote and focus on their ability and potential • Enhancing the capacity of the city's community facilities to link community needs with appropriate services • Facilitating capacity building through a comprehensive community development training program • Encouraging participation, attendance and creative production from the diverse communities of Ipswich • Implementing a community events program across the city that includes community and family activities

Service Development

Influencing and coordinating service delivery across Ipswich, we connect the community with service providers and maximise the value of community services to the Ipswich community. In the December quarter, we influenced service delivery for the community in the following ways:

Collaboration with Other Agencies

Agencies / Forum	Community focus
Ipswich Early Years Network Meeting	These meetings are an opportunity for service providers in the early childhood sector to network with other services and professionals, hear about the work services are doing across our region to support our community's children and young people, find out about upcoming activities or events, create opportunities to collaborate, hear about new funding opportunities and outcomes, and all things related to early childhood.
Early Development Working Group Meetings x 4	Improving services available for children aged 0-8 years in the following areas: • Leichhardt / One Mile (AEDC¹) • Riverview / Collingwood Park / Redbank regions (AEDC) • Redbank Plains (AEDC) • South Ripley (Providence Action Group)
Ipswich Disability Interagency Network Meeting	Monthly network meeting sharing information, project collaboration, partnership development and discussions on emerging needs of people with disabilities.
Ipswich & West Moreton Seniors Services Interagency Network	Local agencies who support seniors or carers come together to discuss concerns, share advice and information and work cooperatively.
Regional Youth Mental Health Forum: Talkin' it Up	The Regional Youth Mental Health Forum (RYMHF): Talkin' it Up returns for the third year by providing high school students and young people the opportunity to engage with local services and organisations to raise awareness of available supports for mental health issues, reduce the stigma surrounding mental health, and increase the confidence of local young people to assist peers to access support services. This year's event will be hosted at USQ Ipswich Campus. Contributing partners include Ipswich City Council, Ipswich Hospital Foundation, Livin', University of Southern Queensland, Queensland Department of Education, Ipswich Community Youth Services, Headspace Ipswich, Busy at Work, Anglicare Southern Queensland, Lockyer Valley Regional Council, Somerset Regional Council, supporting high schools etc. Ipswich City Council is part of the planning committee which meets on a fortnightly basis.

¹ Australian Early Development Census working group meetings

Ipswich & West Moreton Youth Interagency	The Ipswich & West Moreton Youth Interagency invites service providers who support young people in their work across the Ipswich, Somerset, Lockyer Valley and Scenic Rim regions to join us for our monthly meetings in 2018. These meetings are an opportunity for service providers to network with other services and professionals across our sector, hear about the work services are doing across our region to support our community's young people, find out about upcoming activities or events, create opportunities to collaborate, hear about new funding opportunities and outcomes, and all things youth related.
Murri Interagency	Networking opportunities for both Aboriginal and/or Torres Strait Islanders services and non-Indigenous services, encouraging information sharing and collaboration
Local Level Alliance	Provide input into a discussion paper in regards to the over-representation of Aboriginal and Torres Strait Islander children in the child safety and out of home care system. The local level alliance has talked with a number of agencies and individuals in regards to the very complex issue of child protection. The paper will be tabled at the next Local Level Alliance Meeting.
Anti-Discrimination Commission	Working with the Anti-Discrimination Commission to host a workshop on discrimination and what you can do if you feel you have come into contact that you may feel is discriminatory.
The Smith Family: Let's Count Training for Ipswich early childhood workers	The Community Engagement Branch partnered with The Smith Family to deliver 'Let's Count' training in the City of Ipswich. Let's Count is an innovative program designed to improve the numeracy skills of children aged between 3-5 years of age. Facilitated by The Smith Family and delivered for Ipswich-based early childhood workers, Council partnered with the Smith Family to provide Queens Park Environmental Education Centre and distribution of information via local networks.
Autism QLD: Workshop for parents and families of children with ASD	The Community Engagement Branch partnered with Autism QLD to deliver free workshops for parents and families of children with ASD. The gap for this type of service was identified at the Ipswich Early Years Network. Consequently, Council partnered with Autism QLD to deliver these workshops in the City of Ipswich by providing Queens Park Environmental Education Centre and distribution of information via local networks.
West Moreton Hospital and Health Service (Child Development Service, Child Youth Mental Health Service): Big Day Out 7	The Community Engagement branch partnered with West Moreton Hospital and Health Service to deliver the annual Big Day Out event - a paediatric interagency, get-together and knowledge sharing opportunity for Ipswich-based private practitioners, health and education professionals. Council partnered with West Moreton Hospital and Health Service to deliver this event in the City of Ipswich at the North Ipswich Reserve Corporate Centre.

The Changing Face of Ipswich Libraries

Springfield Central Library

Ipswich Libraries continues to prepare for the commissioning of the highly anticipated Library at Orion Springfield Central with an official dedication to take place on 17 August and the public opening to be on Saturday 25 August. The Library will open with a full weekend program of events catering to a broad range of community interests and will include Breakfast with Glenn McGrath on Sunday morning, the increasingly popular Escape Room experience, roaming circus performances, roaming magician, Robotics Play, Driving Simulator and Tech Trek.

The new Library will feature a custom Makerspace that will offer a broad range of interactive and immersive technology experiences, in a purpose-built space.

Opportunities for private or group study and meetings are plentiful in the new Library with a variety of bookable and flexible meeting rooms, booths and seating available.



The Library also features a bright, light-filled, playful children's area, which will be popular with families. There is also a parent's room nearby, providing a handy private space for parenting activities.

Redbank Plains Library Repurpose

The final components of the repurposing of the Redbank Plains Library is close to completion. Building alterations to provide disabled access to meeting rooms has been completed, with some work still remaining to ensure compliant emergency exits.

New desks have been delivered and will be installed shortly to provide four more public access internet computers. A vending machine has been installed in the newly constructed kitchenette, providing facilities for after-hours meetings.



Works are continuing to provide secure access to the toilets, and afterhours access control. It is anticipated that the refit will be completed by the end of August 2018 (the only exception may be the resolution of policy pertaining to the implementation of out of hours access at an organisational level).

Understanding our Customers

Ipswich Libraries recorded 141,415 visitors across all branches between the beginning of April and the end of June.

Almost 70% of all Library visitors this quarter attended the Ipswich Central branch, with 26% visiting the Plains and Plaza branches.

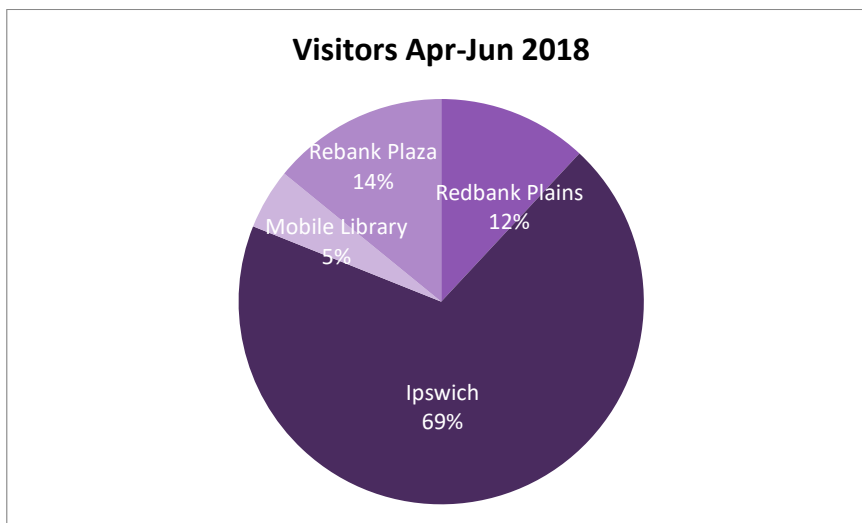


Figure 4



The repurposing of the Redbank Plains Library from April 2018 impacted on the number of visitors to the branch, as can be seen in the table below, the average number of visitors per month has decreased 23% from 7,303 to 5,631. However given the significance of the service disruption and the radical change to collection offering, the magnitude of decline in visitors to the branch is less than expected which indicates that a lot of the visitor activity at the branch is related to services that have not been impacted such as computer/internet use. The collection decreased by 85% in total, but the loans have only decreased by 36% which indicates that the Marketplace curated collection and reservations are currently satisfying 64% of the pre-existing loan activity of the branch. This has been reflected in loan activity at Ipswich Central and Redbank Plaza branches.

While it is too soon to draw any definitive conclusions, the data to date suggests a high level of retained customer use of the branch in its repurposed format. This may well be impacted further with the opening in August of the Springfield Central Library, especially with its focus on children's collections.

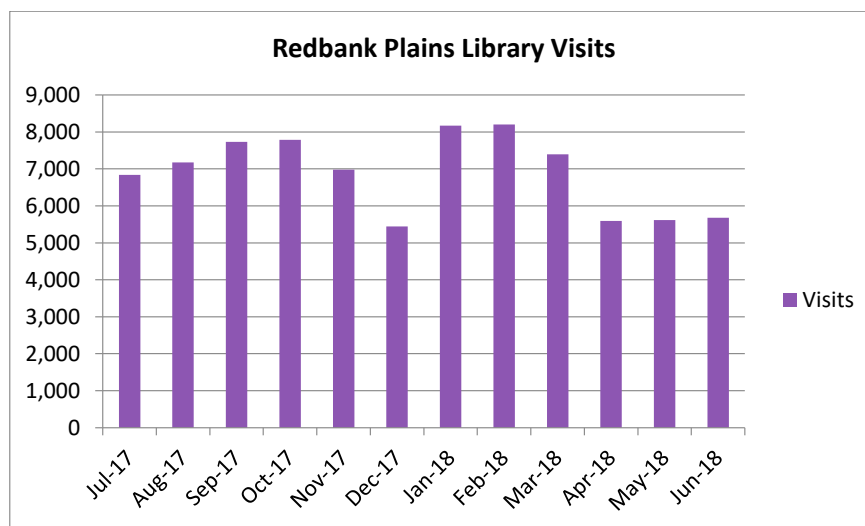
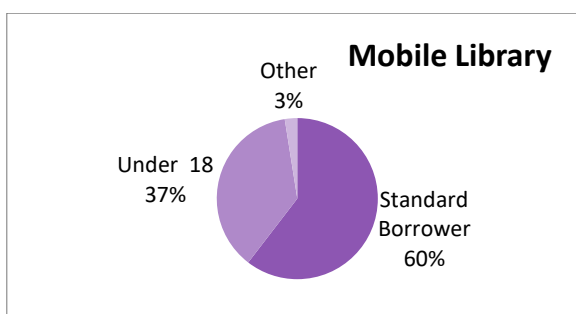
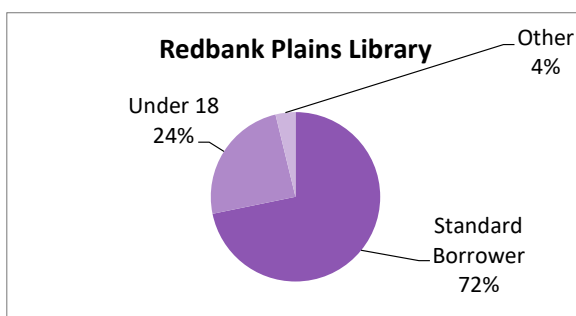
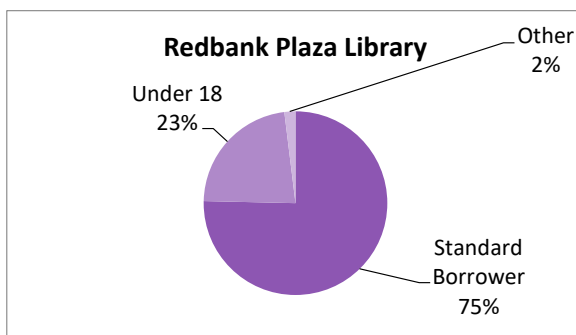
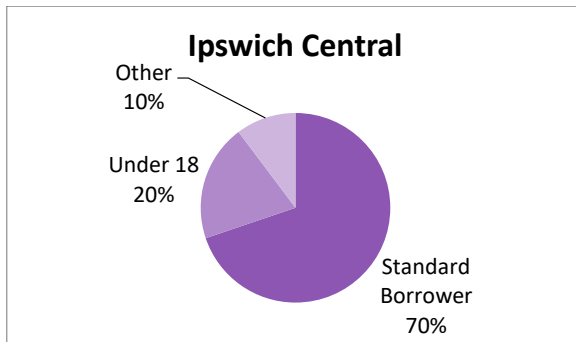


Figure 5

Library Members

Ipswich Libraries has 38,983 active members, 71% are standard adult members, and 22% are youth members under 18 years of age. There is also an 'other' category that includes, visitors and institutional members.

Each branch has a unique membership mix, which informs services at each of those branches, as can be seen in the figures below:



The mobile library has the largest proportion of members under 18 years of age.



Library Collections

Logistics Hub

The Logistics Hub at Redbank Plains was commissioned in this quarter. The implementation of the Hub represented a significant body of work and looks well-positioned to ensure the delivery of a deeper and more responsive collection to upcoming and existing branches. The centralised processing work done at the Hub also ensures that new branches optimise use for community, rather than ‘back of house’ activity.

The Hub will be the location for all Content Development work, including Picture Ipswich, Inter-Library Loans and Home-Library Services. The resources currently housed on-site at the Logistics Hub will be available for reservation and loan after the launch of the Springfield Central Library.

Springfield Central Library Collection

Much of the effort of the collections team this quarter has been focussed on the development of the Springfield Central Library Collection.

The 50,000+ item collection is made up of equal parts existing and new stock. The collection development project took into consideration demographic modelling, existing collection performance statistics and calculations on how to manage stock-flow during the first big months after opening. The new collection will feature a high quality mix of books, magazines, paperbacks, large-print, audiobooks, DVDs, CDs, “Coffee Table books” and more. The Springfield Central Library collection is scheduled to be delivered and shelved onsite in late July.

Marketplace Collection

The Marketplace continues to perform well, with the collections continually refreshed and remaining of interest to our customers. The figure below demonstrates the very high loan rate of the marketplace collection. At any one time, 64% of the total Marketplace collection is on loan. The strategy of providing multiple copies of trending and popular items attractively and centrally displayed continues to attract Library customers. The shorter 2 week loan period ensures that the items are turning over quickly.

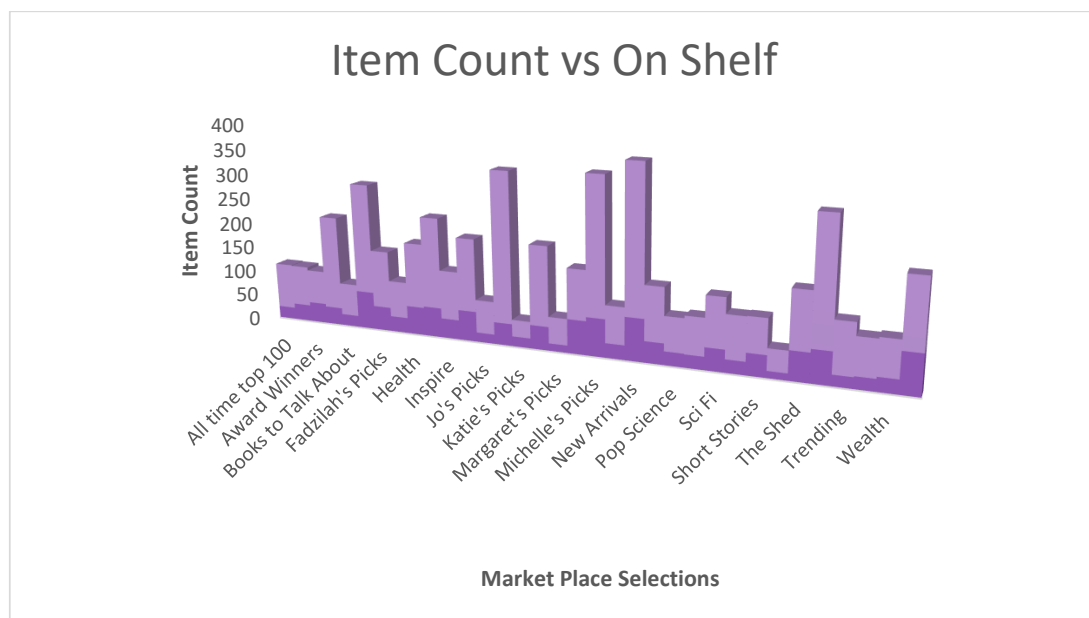


Figure 6

Systems Update

The new Spydus Library Management System (LMS) implementation has continued successfully with the Library enabling new features as they become available from the vendor. The most recent features include Reports and Archives. Both of these features are heavily used and are providing excellent value to staff and customers. The new Spydus reporting dashboard allows staff to see up to the minute analytics of Branch and Service performance and the Archives module has seen the complete, successful migration of our Picture Ipswich digital image archive.

The final components of the LMS, Bookings and Events, are scheduled for delivery in July and are slated for implementation during August. This final upgrade will represent the completion of the implementation phase of the LMS project which will then move into Warranty phase for another 90 days before the project officially closes.

The Bookings module will allow customers to book rooms, equipment and computers through the catalogue. This will mean that the public will not be dependent on staff for bookings. It will provide an extra dimension of convenience, service and independence for our members who will be able to book PCs, meeting rooms and equipment at any time using their own devices or a device at the library.

The Events module provides the ability to bring our event promotion, discovery and registration all within our LMS. This module streamlines our system management and will assist in the development of reports as well as provide the opportunity for cross promotion of events and resources through the catalogue.

Virtual Branch

The Library continues to work on development of the Virtual Branch which will allow Library users to interact with the Library online in new and exciting ways. A new custom Card presentation system will give the service a clean-looking, sustainable and deeply functional platform to bring together the incredible number of different resources, services, events and information packages that the Library offers.

Through API integrations with our LMS the Virtual Branch will offer a contemporary and highly user-friendly experience that will help connect more of our community with more of our resources. The functionality has been successfully demonstrated and delivery is planned for late August.

Public Programming

First 5 Forever Family Early Literacy Initiative

This quarter we received the exciting news that the State Government has extended First 5 Forever funding beyond 2018 with a further commitment of \$20 million over four years being announced in the State Budget. This initiative, introduced in 2014, builds strong literacy foundations for children up to five years, by directly connecting parents and caregivers to a range of resources at public libraries across Queensland.

While the revised model of delivery and funding distribution for this evidence based initiative won't be announced until November 2018, this commitment ensures that Ipswich Libraries can maintain its focus on building connections and delivering key early literacy programs and messages across a wide range of venues which will continue to benefit our community in years to come.



During the April to June quarter, Ipswich Libraries First 5 Forever team engaged with more than 1,060 children and their parents and caregivers, and introduced the following new initiatives and venues:



- *Story Time at the Pool* – Bundamba, Goodna and Leichhardt Public Pools
- *Story Time in the Park* – Bicentennial Park, Redbank Plains
- *Pop-Up Library Fun* at the newly opened Redbank Plains Community Centre
- Distribution of a Toolkit containing a book and other early literacy resources packaged in the *My Story Bag* developed by the ASD&CE Department in collaboration with Ipswich Libraries. These bags were presented to all families that engaged in a First 5 Forever program during this period as a substitute for the previously distributed and more expensive SLQ Toolkit.

First 5 Forever Programs and Activities for the Quarter

Program / Event	Venue	No of Sessions	Total Attendance
Pop-Up Library Fun	Redbank Plains Community Centre	3	222
Pop-Up Library Fun Finale	Ipswich Central Library	1	52
Story Time at Bunnings	Bundamba, Springfield, West Ipswich	10	202
Story Time at Child Health	Bell Street Health Plaza, Goodna Community Health	10	107
Story Time at the Park	Bicentennial Park, Redbank Plains	1	26
Story Time at the Pool	Bundamba, Goodna, Leichhardt	6	40
Story Time at Riverlink	Riverlink Shopping Centre	2	33
Story Time for Playgroups	Alara Raceview Integrated Playgroup Ipswich Central Library Playgroup Little Joeys Playgroup, Riverview	7	127
Toddler Time	Ipswich Central and Redbank Plaza Libraries Orion Springfield Central	9	154
Wriggle and Rhyme	Ipswich Central and Redbank Plaza Libraries Orion Springfield Central	7	103
Grand Total		56	1066



Indigicoders	
	Target Audience
	Indigenous Community
	Venue
	Ipswich Central Library
	Community Benefit
Indigicoders is a partnership program between Ipswich Libraries and Kambu Health, which has the primary aim of delivering digital literacy skill development to the indigenous community with an emphasis on coding. The program also serves as support for coding and robotics curriculum requirements and as an extension of learning outside of the traditional school environment. In 2018 <i>Indigicoders</i> was held weekly over 11 weeks at Ipswich Central Library with an average attendance of 10 youths and 8 adults. Participants learned to build arcade-type games using basic Scratch coding and MaKey-MaKey technology. The MaKey-MaKey games were showcased at the annual Kambu Health Ipswich Education Youth & Sport Program Winter School held in July 2018. Two members of the Public Programming team were invited to deliver a keynote presentation on the library and the <i>Indigicoders</i> program. The games developed by the participants were played by their peers, a very positive experience for the students.	

Ipswich Festival Parade – Library Entry		
	Target Audience	101 Members of the Ipswich community
	Venue	Ipswich, Queensland
	Community Benefit	Ipswich Libraries' entry into this year's Ipswich Festival Street Parade celebrated literature by bringing Eric Carle's <i>The Very Hungry Caterpillar</i> alive in lantern form. Over 100 Ipswich Library members, staff, families and friends joined the magical float in a spectacular show of community spirit and support for the Library Service.

Friends of Ipswich Libraries [FOILS] – High Tea		
	Target Audience	91 FOILS and Ipswich community members
	Venue	The Mezzanine, Ipswich Library
	Partner	Friends of Ipswich Libraries (FOILS)
	Community Benefit	The FOILS High Tea is a wonderfully successful and welcoming event that was introduced into the FOILS program 5 years ago. Attendees enjoyed live entertainment and a delicious high tea on the ambient Ipswich Library Mezzanine level while socialising with friends and new acquaintances.



Tech Trek - Inside Dementia		
	Target Audience	Community members with a link to or interest in dementia (46 attendees)
	Venue	The Mezzanine, Ipswich Central Library
	Partner	Alzheimer's Queensland
	Community Benefit	Attendees learned more about dementia from Alzheimer's Queensland, walking in the shoes of a dementia sufferer using the <i>Walk Through Dementia</i> app and Virtual Reality technology. The session was an innovative approach which used technology to enhance understanding of this devastating condition which is now the 2 nd highest cause of death in Australia and an issue of increasing significance for many.

Library Programs at Redbank Plains Community Centre		
	Target Audience	Children 0-5 and their parents/carers
	Venue	Redbank Plains Community Centre
	Community Benefit	Ipswich Libraries launched the delivery of early literacy programs at this venue in May with a <i>First 5 Forever Pop-Up Library Fun</i> program. This initiative provides families with a taste of the wide range of early literacy programs regularly on offer at libraries and other venues across the community. Library sessions are now delivered on an ongoing basis at this location.

National Simultaneous Storytime		
	Target Audience	Children 0-5 and their parents/carers (56 children and 43 adults (99 total attendance))
	Venue	Ipswich Central and Redbank Plaza libraries and Orion Springfield Central
	Partner	Australian Library and Information Assn
	Community Benefit	Ipswich Libraries joined schools, public libraries and childcare centres across Australia to participate in this annual event delivered in partnership with the Australian Library and Information Association. The event celebrates the importance of reading and literacy through a simultaneous reading of an Australian children's book.

Customer Queries

During the April – June quarter, 76% of customers seeking information asked Librarians for help with reference, including local history, and reader's advisory questions, including reading recommendations. Library staff assisted 24% of customers who sought guidance to use technology, which is an area of constant demand.

Readers' Advisory connects readers with materials by either helping someone find a great read, or showing someone resources to learn about authors, series, and more.

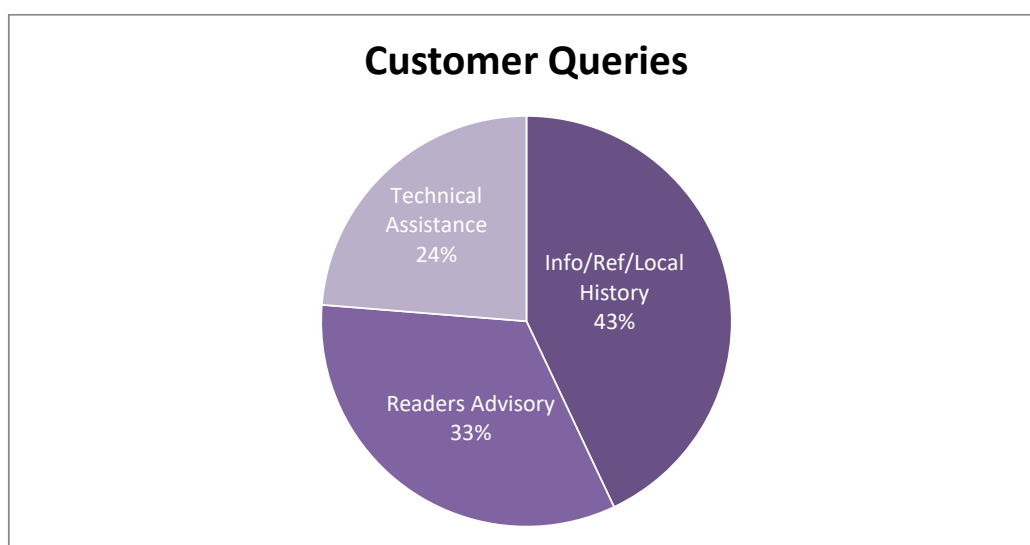


Figure 1



Studiosity		
	Target Audience	Ipswich Library members
	Venue	Ipswich Libraries
	Community Benefit	Ipswich Libraries offer Library members access to <i>Studiosity</i> - online on-demand study – help from one of their subject specialists - with academic literacy skills and core subject support. This service offers one-to-one, personal help in real time that allows a student to formulate their own question, then work with one of the study experts in the interactive classroom - with chat, collaborative whiteboard, and file sharing. The service has proven to be wildly successful with 443 tutor sessions over 12,144 minutes being delivered this quarter.

Requests for Information		
Queries	7189	
Accessed	At Ipswich Libraries	
	Customers continue to seek assistance with technical and information queries. At Redbank Plains Library, the client service staff introduced customers to the new Marketplace collection and provided assistance with the self-service technology.	

Library Circles		
Sessions provided	18	
Accessed	At Ipswich Libraries	
Community Benefit	During the quarter, 81 community members enjoyed getting together to explore common interests at the Library Circles held at Ipswich Central and Redbank Plaza libraries. The 'Circles' cover a mix of interests including Reading, Recipes and Memories, History, Writing and Gardening. Circles are socially inclusive and benefit our community by providing a meeting place for informal discussion and idea sharing. Gardening Circle is very popular with members who are keen to take part in a 'show and tell' and share cuttings, plants and book recommendations.	

Performing Arts

The Civic Centre plays an important role in connecting our community with the performing arts. Accommodating international touring productions, inter-state theatre and dance companies and local community theatre groups, the Civic Centre has developed into a quality regional performing arts facility, operating across two permanent venues and attracting over 41,000 theatre goers annually.

The Civic Centre aims to stimulate and increase community participation in the performing and creative arts. By delivering diverse performances across a broad range of genres we contribute to the cultural diversity of Ipswich. A primary indicator of our success in this area is the number of people engaging with the arts.

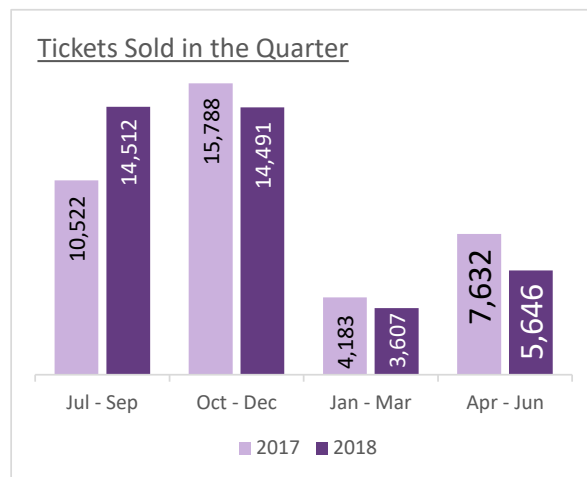


Figure 8

27 performances across both the Civic Centre and Studio 188 were delivered during the quarter, generating 5,646

tickets, down 35% on the same period last year but up 56.5% on previous quarter. The shortfall to last year is the result of two factors: Eisteddfods and fewer 'promoter owned' touring shows.

In the same period last year, two major productions (Mr Stink and Strassman) totalling 9 performances, generated 1,430 and 2,505 tickets respectively, with these two shows alone accounting for 51% of total sales in the June quarter. Without these two shows ticket sales for the quarter would have been closer to 3,700 – approximately 2,000 less than what was achieved this quarter.

The June quarter was dominated by 6 weeks of Eisteddfods, the tickets for which are not issued by the Civic Centre. Approximate numbers provided by the local Eisteddfod groups indicated over 4,500 attended the various performance disciplines during May and June.

In combined ticket sales and community participation, this quarter's schedule in real terms is a very encouraging and illustrates solid results across the board.

Enhancing the Customer Experience

Programming

The April- June quarter delivered a well-balanced program featuring 27 performances with a house occupancy of 60.4%, averaging 209 tickets per show. This remains consistent with last year (37 shows, 59.1% occupancy and 206 tickets) however cost efficiencies have been gained given the smaller number of shows and an increased average ticket price of \$30.96 vs last year of \$27.78 achieved.

Key Statistics for 2018

Quarter	Jul - Sept		Oct - Dec		Jan - Mar		Apr - Jun	
	This Year	Last Year	This Year	Last Year	This Year	Last Year	This Year	Last Year
Performances	44	61	43	65	15	21	27	37
Tickets	14,512	6,492	14,491	15,788	3,607	4,546	5,674	7,632
Occupancy	72.0%	30.2%	75.1%	61.7%	62.2%	53.4%	60.7%	59.1%

Year	# Perf	Tickets	Capacity	Occ.	Rev \$	Avg Ticket
2018	129	38,258	54,610	70.06%	1,145,135	\$ 29.93
2017	184	34,766	69,242	50.21%	963,332	\$ 27.71
Variance	-55	3,492	-14,632	19.85%	181,803	\$ 2.22

For the 2017/18 financial year, Civic Centre programming has led to significant growth in audience engagement (despite 55 fewer performances) achieving 38,258 tickets sold at average occupancy of 70.02% versus last year of 34,766 tickets and 50.2%. Ticket revenue of \$1,145,135 was generated: an increase of 18.8% from 2016/17. The committed approach to a “less is more” scheduling philosophy ensured we programmed a better and more varied selection of entertainment that has appealed to a greater number of the local community.

Food and Beverage

As a result of fewer curated performances, Stars Café opened on 47 fewer occasions than for the same quarter last year, with total revenue of \$125,592 achieved versus last year’s revenue of \$142,561. Whilst revenue is down, the average spend per patron per show was up from \$4.11 to \$4.44. Our commitment to delivering fresh, inventive and creative dishes that are “quick to plate” and suitable to a pre-theatre dining option has resulted in positive feedback being received from our patrons, ensuring we continue to maintain excellence and deliver on service and product expectations.

Event income remained consistent with last year, essentially indicating that we are at capacity in terms of accommodating stage and floor demand. The addition of the North Ipswich Reserve Corporate Centre (NIRCC) will provide significant uplift in revenue and provide greater capacity for catering revenue.



NIRCC provides a much needed floor space for functions of between 120 and 250 guests. Early signs of forward demand for NIRCC under the management of the Civic Centre is very positive.

Our Community Focus

The Civic Centre team works to develop the capability of community groups and individual artists by making the Civic Centre and Studio 188 available at an attractive cost option for community organisations.

Community Use of the Civic Centre

By making the Civic Centre's facilities available for community organisations, we assist in the cultivation of creativity and engagement by our community and its artists. The June quarter was dominated by community related activities. This is traditionally a buoyant quarter for the community segment given the 6 weeks of Eisteddfods. It is worth noting that corporate use last year totalled 6% of use versus the 20% achieved this year.

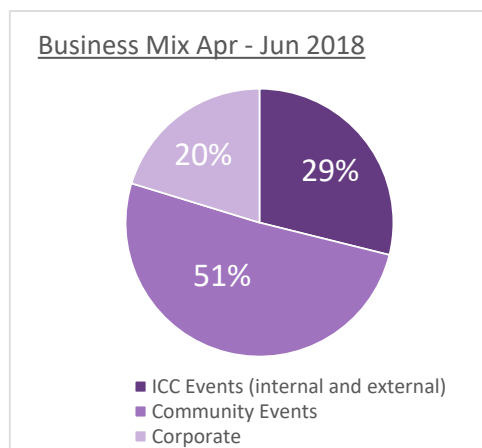


Figure 9

Ticketing and On Line Sales

On line sales continue to dominate our sales channels, with 70% of our sales for the quarter delivered via the internet. In the past 12 months a total of 8762 transactions were completed versus 5396 in the previous year. This period has also seen our Ecommerce conversion rate grow to 7.31% vs 4.31% the previous year - well above retail industry benchmarks of between 3 – 4%. Online ticket sales growth in this area is attributable to the ease in which patrons are able to find what they are looking for on the Civic Centre website quickly and easily, and a secure payment portal.

Website and Social Media

The engagement and use of our web site and social media platforms is a critical tool in our ability to successfully promote and communicate the performances and activities held at the Civic Centre and Studio 188. By far the most effective sales and promotional tool at our disposal is the social media platform – Facebook. We have used this channel to promote every single performance and or season over the past 12 months given its reach, ease of measurement and cost effectiveness.

Some key promotions for the period 1/4/18 – 30/6/18 are detailed below.



Bring your Ballerina for FREE Facebook campaign: Performance Date: 5/9/18

- Start date: 29 June
- Ticket sales: 27/3 – 28/6 = 62
- Ticket sales: 29/6 – 2/7 = 149
- Sales jumped from 62 to 211 tickets
- Of the 49 bookings, 26 were new patrons
- Current Ticket count: 265

Promoting Stars Café Competition

Details of Boost are:

- Promotion ran from Friday 20 April through midnight Sunday 6 May (16 days)
- Cost of promotion was \$50.00
- It was pinned to the top of our news feed to increase its effectiveness.
- Target market is women, aged 30-65+ (they are our most active Facebook demographic)
- Regions targeted included: Bundamba, Fernvale, Ipswich, Moggill, Peak Crossing, Ripley, Wulkuraka, Forest Lake, Toowong, Karalee, Karana Downs, Redbank Plains and Springfield Lakes
- A Google url tracker was placed on the shortened URL link for Stars Café
<https://goo.gl/SGUoPc>



Post Details

Ipswich Civic Centre
Published by Mel Park [?] · April 20 at 2:37pm ·

OUR BIGGEST #GIVEAWAY SO FAR...

We have 5 x Double passes PLUS dinner at stars café for you and your guest to enjoy on the night!

We have just launched our NEW Stars Café menu this week so wanted to celebrate with our biggest giveaway so far at Ipswich Civic Centre....

[See More](#)

www.ipswichciviccentre.com.au

IPSWICHCIVICCENTRE.COM.AU

4,299 people reached

Boost Unavailable

Like
 Comment
 Share

Nancy Taylor, Gavin Sullivan and 40 others

89 Comments 6 Shares

Performance for Your Post

4,299 People Reached

145 Reactions, Comments & Shares

40 Like	40 On Post	0 On Shares
2 Love	2 On Post	0 On Shares
97 Comments	90 On Post	7 On Shares
6 Shares	6 On Post	0 On Shares

386 Post Clicks

0 Photo Views	98 Link Clicks	288 Other Clicks
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NEGATIVE FEEDBACK

2 Hide Post	2 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

Outcomes:

Start of Comp: 407 click throughs to the Google URL Stars Café link (<https://goo.gl/SGUoPc>)
 End of Comp: 2,360 click throughs to view the menu and read the menu.

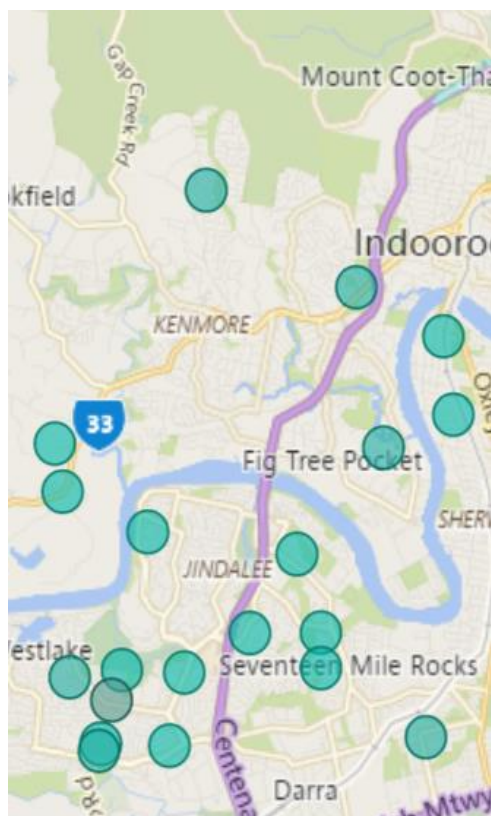
Facebook Key Statistics Jan – Jun 2018 vs Jan - Jun 2017

- Ticket sales up 403
- Ticket income up \$10,614
- Advertising spend is down \$1,704
- Spend per converted patron is down \$8.15
- Spend per converted seat is down \$2.96
- In summary - we have had fewer but more targeted; well planned and content rich advertisements on Facebook leading to increased efficiencies

35

Driving Visitation to Our City

By attracting visitors to the City, the Civic Centre builds the cultural capital of Ipswich and contributes to the local economy. In the June quarter, the Civic Centre attracted 779 new customers generating \$77k in ticket income with an additional \$10k attributable to pre theatre food and beverage sales. Of the total bookings (transactions) 29% of these came from outside local Ipswich area. This result remains consistent with the previous quarter.



2018 Ticket sales by Location – Western Corridor

Cultural Flagship

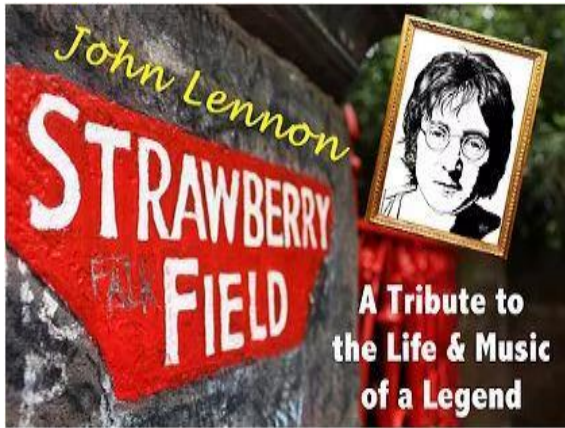
By attracting high-profile performances, the Civic Centre builds a cultural profile for Ipswich of which residents can be proud. Between October and December significant performances included:

The Naked Magicians		
	Target Audience	25 – 35yrs, Groups
	Attendance	457
	Seen on London's West End, in 200+ cities around the world, and by over 50 million on TV, The Naked Magicians is undoubtedly the world's funniest and naughtiest magic show! The show features magic, mirth and more than a touch of mayhem as these two hot and hilarious Aussie magicians say abracadabra and take magic to a whole new level. This boisterous R-rated magic show strips away the top hats and capes, promising full-frontal illusions. Left without sleeves or pockets, their saucy magic is baffling and entertaining, bringing a new meaning to 'now you see it'. Good magicians don't need sleeves and great magicians don't need pants. This show proves just that!	

The Wiggles	
Target Audience	Children 3 – 10yrs, Family
Attendance	2,238
The Wiggles are coming to perform for you as part of their Wiggle Wiggle Wiggle! tour. This brand new show will see Emma, Lachy, Anthony and Simon performing in over 150 locations in every state and territory in Australia. In the past year they performed to over a quarter of a million fans around the world, making The Wiggles the most successful children's entertainment group. The Wiggles TV show was snapped up by Netflix, taking it into over 190 countries around the world as well as Hulu, Treehouse and Universal Kids in North America.	



Melbourne International Comedy Festival Roadshow	
	Target Audience 18 – 50yrs,
	Attendance 384
	Australia's largest comedy festival is packing up and ready to roll! Join the Melbourne International Comedy Festival Roadshow as it journeys around Australia, home-delivering hot and tasty comic treats to audiences near and far. Featuring fantastic funny makers Brennan Reece, Dane Simpson, Gillian Cosgriff and Sam Taunton, the Roadshow has it all. It's stand-up, sketch, satire, silliness and song – all in one side-splitting show! For nearly 20 years this roving tour-de-comedy has visited towns and cities around Australia, from Mildura to Mt Isa and everywhere in between.

Strawberry Fields	
Target Audience	All Ages
Attendance	90 (Studio 188)
"Strawberry Fields" is a multimedia depiction of the Beatle's life and career. Original interviews with Managers, his first wife Cynthia, original drummer Pete Best, friends and colleagues, will take audiences from his birth in war torn England, through to that tragic night outside the Dakota Building in New York. Relive the Hits of Lennon including Starting Over, Imagine, Instant Karma, Beautiful Boy, In My Life & Whatever Gets You Through The Night!	
	

Mountainfilm on Tour	
	Target Audience All Ages
	Attendance 119 (Studio 188)
	The 2018 Mountainfilm on Tour features the best short films from the annual Mountainfilm festival in Telluride, Colorado. Mountainfilm toured Australia and New Zealand for the first time in 2017 to rave reviews. This year's films feature an awesome mix of short films featuring skiing, rafting, mountaineering, expedition travel, cultural and environmental stories. This is an event to inspire you to take on the world and experience all it has to offer.

Visual Arts

By providing a diverse and high-quality program of exhibitions and public programs over each 12 month period, the Art Gallery has helped position Ipswich as a premium regional destination for cultural tourists. For the residents of Ipswich, the Art Gallery represents a cultural flagship that enhances civic pride and makes engaging with the creative arts accessible and enjoyable.

Cultural Development

The Art Gallery aims to increase participation in the visual and creative arts. By making the arts accessible and interesting, we contribute to the cultural development of Ipswich.

A primary indicator of our success in this area is the number of people engaging with the Arts. Visitors in the April to June quarter were attracted to exhibitions including *ANZAC: photographs by Laurence Aberhart* and *A Private Collection* and the *Wind Tubes* exhibition and education sessions.

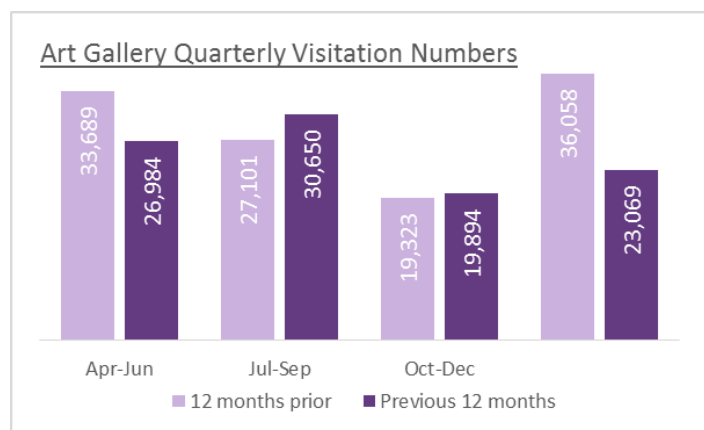


Figure 10

Where are our visitors from?

A survey taken in the quarter indicated that, while local community interest in the Gallery's exhibitions was slightly lower than the previous quarter, the higher number of visitors attracted from outside of the Ipswich region is evidence of the Gallery's strong presence regionally.

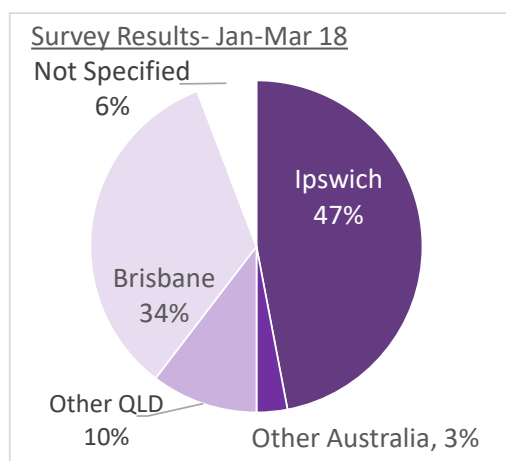


Figure 11

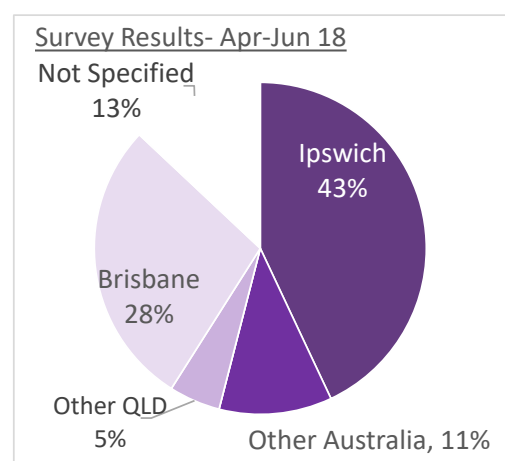


Figure 12

Attracting Visitors to the City

By attracting cultural tourists, day trippers, family and school groups to visit, the Gallery builds the profile of Ipswich and contributes to the local economy. Applying the survey results to total visitation suggests the Art Gallery attracted approximately 12,000 visitors to Ipswich between January and the end of June.

Cultural Flagship

By consistently presenting high-calibre exhibitions, the Art Gallery has positioned itself as a destination Ipswich residents are proud of. Between April and June 2018, the Gallery's most significant exhibitions were:

ANZAC: Photographs by Laurence Aberhart		
Target Audience	General public, historians and photography enthusiasts	
Attendance	16,987	
Cultural Value	ANZAC presents photographs of ANZAC memorials in the landscapes of Australia and New Zealand. Toured by the Dunedin Public Art Gallery, the exhibition commemorates the centenary of the end of WWI and attracted interest from viewers interested in ANZAC history as well as visiting families and children.	

Foreign Bodies: New work by Christopher Trotter		
Target Audience	General public, local artists	
Attendance	7,267	
Cultural Value	This exhibition by Boonah-based local artist Christopher Trotter and complementary artist talk event provides insights into public art and an opportunity for the local arts community to network.	



A Private Collection Works by d'Arcy Doyle		
	Target Audience	General public, Foundation members, art collectors
	Attendance	3,423
	Cultural Value	<i>A Private Collection</i> celebrates the single largest bequest to be Ipswich Arts Foundation courtesy of an anonymous donor, as well as the murals by painter d'Arcy Doyle donated by the McMahon brothers.

Climbing Web		
Target Audience	Children and families	
Attendance	16,702	
Cultural Value	<i>Climbing Web</i> provides an enjoyable opportunity for children and their parents to foster physical movement in a creative environment.	

Wind Tubes		
	Target Audience	Primary education classes, children and families
	Attendance	9,827
	Cultural Value	<i>Wind Tubes</i> provides an educational and enjoyable interactive experience for primary school groups and families. Mixing art and science, the workshops provided local schools with an innovative cross-curricular excursion.

Our Community Focus

Education Programs

A total of 1,218 students participated in 21 education sessions and tours presented during the April to June quarter, including primary school and vacation care groups taking advantage of the learning opportunities provided by *Wind Tubes*.

Events and Membership Programs

The Ipswich Arts Foundation held an event to celebrate a significant bequest as well as the d'Arcy Doyle mural donations. The generous bequest from John Hewson, a passionate Brisbane-based collector of Australian art, will comprise 50% of the sale value of his estate and a number of paintings and prints by Australian artists. With an approximate value of \$500,000, this bequest represents the largest single donation the Foundation has ever received. The event was attended by 88 Foundation members, prominent community members and professionals. An engaging artist talk by Boonah-based local artist Christopher Trotter attracted 62 guests, largely from the local arts community.

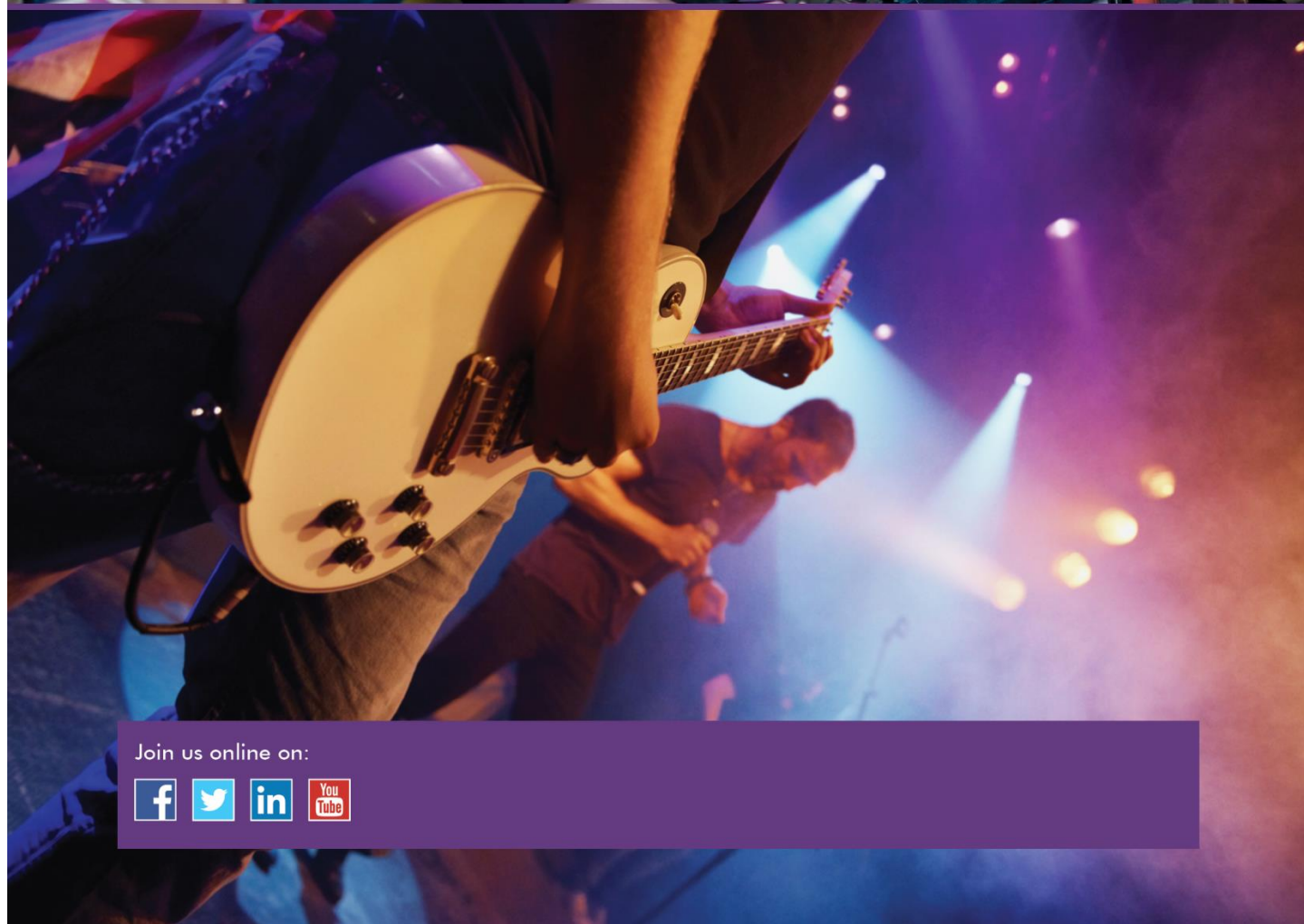
Workshops/ Art Activities

The Gallery conducted *Disco Weave Workshops* during the Easter School Holidays which attracted just over 2,000 participants. In addition, the Gallery hosted ANZAC exhibition tours for the Mt Gravatt Travel Club, the South Brisbane Motoring Club and Red Cross Seniors.



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